

CITY OF MINNEAPOLIS

# Organics Recycling Ad Campaign and Program Rollout Status

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# Organics Recycling Milestones

When	What
December 2014	Direction to Move Forward
April 2015	Citywide Mailings & Promotions
September 2015	Start of Phase I Collection
April 2016	Start of Phase II Collection
May 2016	Ad Campaign Kickoff
July 2016	Citywide Organics Recycling

# Promotional Partners

- Hennepin County Environmental Services
- City of Minneapolis Communications Department
- Neighborhood and Community Relations
- Minneapolis 311
- Neighborhood & Community Groups



# City Communications tools: Earned, Owned, Donated

- Earned media value to date:
  - \$454,878
  - Includes news coverage on TV, radio, print, news websites
- Social media reach to date:
  - 59,300 Facebook reach
  - 44,696 Twitter impressions
  - All at no cost

# City Communications tools

- Public Service Announcements (PSAs)
  - Comcast estimated value: \$80,000-\$120,000
  - All videos produced in-house at no extra cost
- Clear Channel Outdoor donated digital billboards: \$42,000 to date



# Phase I Review



## Phase 1 new customers

- 7,105 stops received small organics cart
- 308 stops received a medium organics cart

## Pilot customers

- 2,450 medium carts exchanged in pilot areas for small carts
- Approx. 50 medium carts will remain in pilot areas



## Switch to small garbage carts

- 2,324 Phase 1 customers have a small garbage cart
- 1,326 are new small cart customers





# Welcome Kit



Compostable Bag Starter Kit

# Phase II Status

- Phase II Organics Recycling cart placement began March 28, 2016 and is scheduled to continue through June 17, 2016
- Approximately 20,000 carts are expected to be delivered
- 34.7% Citywide sign-up rate (as of 5.2.16)





# Ad Campaign Funding and Uses

- SCORE Grant Dollars
- 315K awarded in 2015 for spending in 2016
- Focus is Education and Outreach
  - Ad Campaign
  - Summer Interns
  - Promotional Item



# Ad Campaign Methods and Messaging

Campaign runs May - July

Method	Messaging
Truck Signage	<ul style="list-style-type: none"><li>• What is organics recycling?</li><li>• How do I participate?</li><li>• Why should I participate?</li><li>• How do I sign up?</li></ul>
Bus and Bus Shelter	
Print	
Digital	
Social Media	
Radio	
Direct Mail	
Events	



# Ad Campaign Strategy

- Reach all customers
  - Demographics: age, ethnicity, location
- Reach customers often
  - Minimum of 3 times
- Keep the message simple
- Use multiple methods
- Make additional information easily accessible
  - Direct mail
  - Solid Waste & Recycling Call Center
  - 311 (online and phone ap)
  - City's website

# Truck Signage



# Truck Signage

## Reduce waste and **save money**

Switch to a smaller garbage cart by adding organics recycling



Sign up today:  
[minneapolismn.gov/organics](http://minneapolismn.gov/organics)  
or call <sup>Minneapolis</sup> **311**



## Recycle food scraps with **organics recycling**

It's as easy as 1, 2, 3



Collect organics.



Put bagged organics in your cart.



Place your cart out for collection.

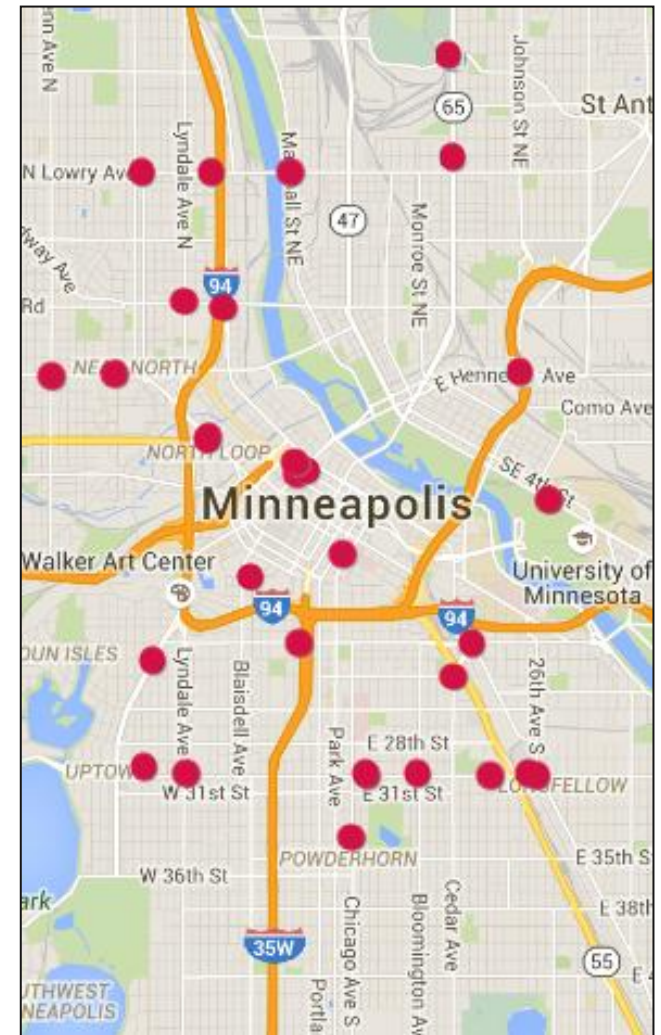
Sign up today: [minneapolismn.gov/organics](http://minneapolismn.gov/organics) or call <sup>Minneapolis</sup> **311**





# Bus Shelters

- 28 placements by specific location
- 10 placements by zip code
- 150,835 impressions per panel per month\*
- Over 9.3 million impressions total
- Ad style: family photos



\* Impressions from Adults 18+



# Bus Interior

- 220 interior car cards
- Placement by Garage
- Garage used determines service area
- Over 1.5 million impressions\*
- Ad style: Program branding (carts)



# Bus Exterior

- 36 exterior bus tail ads
- Placement by Garage
- Garage used determines service area
- Over 4.4 million impressions\*
- Ad style: Program branding (carts)



\* Impressions from Adults 18+



# Print Advertising

- 10 News Publications
  - Cultural
  - Neighborhood
- Digital ad on all neighborhood news websites
- More print ads dedicated in areas with lower organics sign-up rates
- Over 500,000 copies





# Print Advertising (cont.)





## Recycle food scraps with **organics recycling**

"We recycle our organics to protect the environment. The food scraps and non-recyclable paper can be put to a better use through composting."  
-Minneapolis residents

Sign up today:  
[minneapolismn.gov/organics](http://minneapolismn.gov/organics)  
or call  **311**





## Recycle food scraps with **organics recycling**

"We participate in organics recycling to reduce greenhouse gas emissions that contribute to global warming."  
-Minneapolis resident

Sign up today:  
[minneapolismn.gov/organics](http://minneapolismn.gov/organics)  
or call 612-673-2917





# Digital Advertising

- 15 News Websites, plus extended reach
  - Mainstream TV
  - Star Tribune
  - Neighborhood
  - Cultural
  - Extended Reach Advertising
- Geo-targeted
- Combination of still, video, and pre-roll ads
- Mobile and Desktop
- Over 6 million impressions



**CBS Minnesota**



**THE JOURNAL** southwestjournal  
The News Source for Downtown & Northeast Minneapolis Residents  
Southwest Minneapolis' Community Newspaper



**MINNESOTA DAILY**



# Social Media (paid)



**January 2016:** Two paid FaceBook ads to encourage sign-ups before February 1 deadline

January 11 – 23 (\$200)

- 95,873 total reach
- 51,000 views; 333 shares
- 689 likes; 58 comments

January 24 – 31, 2016 (\$100)

- 43,153 total reach
- 17,000 views; 119 shares
- 166 likes; 15 comments

**May – July 2016**

- \$500 in additional FaceBook ads





# Radio

- 11 Stations
  - Cultural
  - Mainstream
  - News
- Over 1,000 on-air spots with 4 or more on-air interviews
- Nearly 300 on-air bonus spots provided, with several more to be included closer to campaign airing
- Over 5 hours of collective air time
- Nearly 6 million impressions



**MINNESOTA  
PUBLIC RADIO®**

**the  
current®**



# Direct Mail

- Pre-translated into 4 major languages
- “Sign Up Now” Postage Paid Reply Card



(fold and tear along perforation)

\_\_\_\_ Yes, I want to participate in the organics recycling program

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

Stay updated! Sign up for the organics email list to receive updates on the program roll-out, reminders of what can and cannot go in your organics cart, and helpful tips on how to divert more materials for organics recycling. Sign up now at [www.minneapolismn.gov/organics](http://www.minneapolismn.gov/organics).

 Organics Recycling

# Organics Recycling Events

- Organics Recycling Training – April 9<sup>th</sup>
  - > 185 attendees at MLK Park
  - > 83 attendees at Folwell Park
- Cultural Community Events
  - SE Asian Soccer Connection Event
  - American Indian Month Events
  - Live on the Drive Concert Series
  - East African Community Sessions
  - And more...
- Neighborhood and Community Events

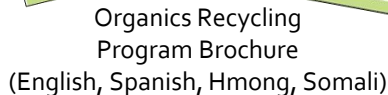


# Recycling Block Leader Program

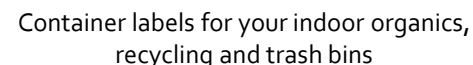
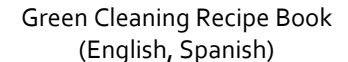
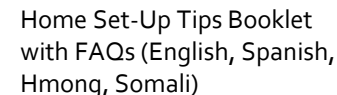
- Participation
  - 80 residents have signed up since April 9, 2016
- Block Leaders Responsibilities
  - Share City recycling updates with neighbors
  - Organize low-waste National Night Out event
- Resources available
  - Regular email updates
  - Brochures, lawn signs, stickers
  - Access to recycling staff
  - Guide for planning low-waste events







## Detailed Yes/No Organics Acceptability List



# Outreach through Interns

- Door-to-door in targeted areas
  - Survey & educate residents
  - Promote sign-ups
  - Answer questions
  - Provide resources
- 
- Results will be used to identify barriers to participation
  - Attend neighborhood and community events
  - Assist in evaluating internal organics recycling program





# Promotional Item



# Citywide Organics Recycling

## Consultant Study Anticipated:

- 42,000 households or 40% opt-in
- 8,000 tons annually
- 7.5 pounds per household per week



# Citywide Organics Recycling (cont.)

- Ad campaign will help surpass the 40% anticipated sign-up rate
  - Current sign up 34.7% (as of 5.2.16)
- Continued educational plans will be developed to address barriers identified by intern outreach
- Develop way to get compost back to residents who participate in the program

# Questions?

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612-673-2433

[www.Minneapolismn.gov/organics](http://www.Minneapolismn.gov/organics)

